

Today's audience tends to focus increasingly on popular media and on sensational and entertaining ways of media communication. Many authors describe present media culture as popular. There is a significant merge of information and entertainment known as infotainment: the entertaining news. Television practices model this trend, permeating widely into other media. Simultaneously, there is a slump in printed media caused by the quick entrance and fast spread of electronic media, especially the Internet and television. Both these circumstances are integrated in this thesis as well as in real world of periodical publishers. By making their titles more popular, the publishers of print media are trying to fight against sales decreases affecting the majority of reputable newspapers, weeklies and monthlies by making their titles more popular. The key sign of this popularization is a constant effort to increase both the semantic and the visual attractiveness of the periodicals. Consequently, it also causes higher uniformity of printed titles and a homogenization across this entire field: the printed media increasingly submit to its audience. The way of selecting and processing the information is almost identical, with the repetitive usage of well-tried and popular type of news.